Volume III, Issue 4 - Fall, 1986

A Treat To Read



#### THE SAL-LE DANDE BAR

What made the World's Fair, held in Chicago in 1933-34, a success? That show was called the Century of Progress International Exposition, and was held right during the heighth of The Great Depression that pretty much rocked the world in the early 1930s. The answer to the question, is that Helen Gould Beck ensured the success of that show. Her stage name was Sally Rand, and it was her show on the Midway, The Streets of Paris, that packed the customers in day after day. It was her show, not the cultural exhibits, that put the fair across in the black. Her show, in which Sally Rand made use of fans to do her dance!

It was in the year 1934 that the Bonita Company of Fond du Lac, Wisconsin, decided to capitalize on the name, Sally Rand, and came out with an almond and caramel bar that was titled the Sal-le Dande bar. A fan dancer was pictured on the front of the wrapper. The Bonita Company skirted the copyright law by using the take-off name, so didn't have to pay Ms. Gould any royalties. The bar was basically a novelty name bar, and the D looked suspiciously like the letter R.

The Bonita Company had a rather interesting history. A disastrous fire swept through Fond du Lac in 1908. The fire wiped out churches, a garage, and a candy company. The company had been established in Fond du Lac years earlier when Boex Holman brought a candy company in from Green Bay. An old city directory for 1911-1912 listed the address as 79-83 East Street, where the factory was rebuilt after the fire. Known as the Boex-Holman Co. at the time, it later became known as the Bonita Company. (Continued next page.)

(Bonita story, continued.)

The Bonita Company became quite well known, and at one point, employed 300 to 400 people. And during the five minute break in the work

day the employees often went outdoors to sniff of the fresh air on sunlit days.

And if time permitted, female employees often took their bonnets off that they wore to prevent loose hairs from becoming permanent parts of candy bars passing by on the production line.

It was during the Great Depression that Bonita fell upon hard times and the stock was liquidated for 25¢ on the dollar. A Mr. Ben Lindberg and a Mr. Sam Lax bought into the company and ran it until the mid-1940s when the company was dissolved.

Along with chocolates, Bonita made lots of different brands of candy bars. Some of them made in the late 1920s and early 1930s were, besides the Sal-le Dande bar, Shred O'Gold bar, Koolee Bar, and a punch board item, Dark Secret. Some others were Log Cabin Roll, Hay-Zell (this bar was one of the few American bars that contained hazelnuts), and Coco Bisque.

Perhaps Bonita's most famous bar was the Leaping Lena bar. It contained big, juicy maraschino cherries that were dipped into a creamy paste, malted milk, caramel, and marshmallow. As a final touch the bar was then all covered with chocolate. After all this the bars were taken to a cooling and curing room where they were cured for a period of time before being shipped out.

At some point in the early 1940s the George Ziegler Candy Co. of Milwaukee bought the rights to making the Leaping Lena bar, but it never really was quite the same bar after leaving Bonita, so it eventually disappeared from the market. (Concluded next page.)

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General membership in The Great American Candy Bar Club is open to the public. A free membership card can be obtained by sending in a legal size self-addressed stamped envelope.

Active member ship requires an annual fee of \$15.00. Active members receive four quarterly issues of <u>Candy Bar Gazebo</u>, and are entitled to any offers extended by that publication.

Back issues of <u>Candy Bar Gazebo</u>, if not out of print, are available at \$4.50 each.

All correspondence should be sent to: Ray Broekel, Six Edge St., Ipswich, Massachusetts 01938.

## (Bonita story concluded.)

The Bonita Company is now a thing of the past. But where'd the name Leaping Lena come from? Chances are it took form from the popular exclamatory expression of the times, "Leaping Lena!" It had the same meaning as later expressions such as My Gosh! Geez!, and Super! So Leaping Lena, the candy bar, had its place in the sun for awhile. Bless Bonita for that.







#### A SHORT HISTORY OF CHOCOLATE

Cocoa and chocolate are native to the Americas. The first European to encounter chocolate was Christopher Columbus, who was offered a taste during his fourth voyage in 1502. Native Americans had already been eating and drinking chocolate for hundreds of years. But their version was a much bitter form than was the form later developed in Europe.

The Spanish explorer, Cortes, brought the first cocoa beans to Spain in 1529, and it was the Spanish who originally sweetened chocolate with sugar. For almost 100 years the Spanish were able to keep chocolate a secret from other European countries. However, in 1615, the daughter of Philip III of Spain married King Louis XIII of France, and her cooks (whom she brought with her to France) began to teach chocolate making techniques to other countries in the Old World. Chocolate houses opened up in many cities, and the grand custom of drinking chocolate became a mark of elegant taste.

European settlers in the New World soon realized that they were living in the world of the cocoa bean and chocolate. By the mid 1700s colonial American chocolate makers were beginning to make their mark.



Peanut Butter PLUS

from the makers ob 5"AVENUE

WYDE BY THE CONFECTIONERS DISTRIBUTED OF LITTLESSES, BYELL, RESPONDED BY 1971 TO WELL DIES WILL WILL BALL BILLEY CHOORTYLE BALBING FROSTERING SWELL WILLHOOMS GROOM GONDES WOLLDES CHOOS WILL BE SHOULD CONTRIBUTE OF SHOULD WILL BE SHOULD FOR SHOULD FROM SHOULD FOR SHOULD FROM SHOULD FRO toastTerunch SPUN CHOCOLATE CENTER



GOCONUT • CARAMEL • CRISPIES



COCONUT LOG

#### LUDEN'S

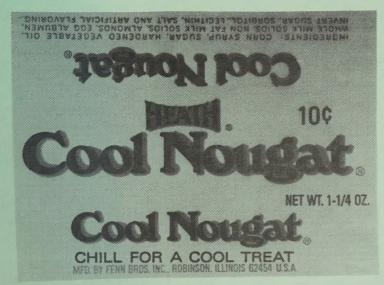
Every so often the Luden's company gets a bit serious about the bar business, other than just pushing its 5th Avenue bar. The wrappers shown are from a 1970s splurge by Luden's. Wrappers are courtesy of Milprint of Milwaukee.





L.S. Heath & Sons, Inc.

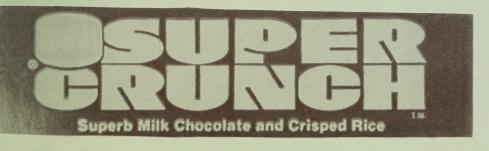
During the 1970s the L.S. Heath & Sons, Inc., of Robinson, Illinois, made a number of bars that were around for a short time only. Some of the bars were made for fund raising purposes. The company name of Fenn was owned by Heath. All wrappers shown are courtesy of Milprint of Milwaukee.



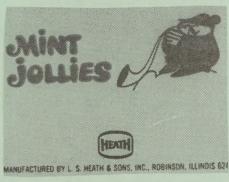


















#### LETTERS FROM READERS

J. Eve Dingus. Brandon, Mississippi, would like to correspond with club members about collecting in general. One of her favorite wrappers is Doggie Man bubble gum. If you wish to correspond with her, write in for her address.

<u>Ira Katz</u>, Los Angeles, sent along a clipping from the <u>Los Angeles Times</u>. The article chronicles the story of Standard Candy's Goo Goo Cluster. It certainly is a bar that deserves wider distribution and sales.

Roger Christensen, Cedarburg, Wisconsin, has a really great collection of candy bar memoabilia. He's built a replica of an old general store in his basement. And among the collectibles are lots of old candy bar boxes. Three shots of some of those boxes are shown below. The photos were taken by Christensen.

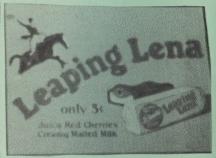
The Leaping Lena box indicates that early Leaping Lena bars contained a creamy malted milk base.















# LETTERS FROM READERS (continued)

Harry Levine, London, sent along three wrappers. One is a mid-1970s Soccerbar, a milk chocolate bar. Fruitella bar, a banana-flavored candy is made in Cyprus. The Michel Guerard Praline bar is made in Belgium for Gourmet Resources International, Inc. of New York.

Harry also reported on the Inter Confex Exhibition held recently in England. About 125 exhibitors were there from 15 countries. It was a small, but successful confectionery show. The Novo bar, a new Rowntree product, Harry reports, is quite good and is having a massive promotion campaign in England. Three Newton's filled bars (apricot; Rio, strawberry, orange, and banana fondant; and Hawaii, pineapple, guava, apricot fondant), are out, but not in shops as yet. The Newton bars are made in Austria, and according to Harry's taste, are a bit too sweet. Finally, a new Suchard bar made in England is the Caramel Supreme bar. This is a very tasty chocolate bar filled with caramel.













Stanislav Kramsky, Prague, Czechoslovakia, sent along a Russian wrapper that was judged to be the most beautiful wrapper at recent show held by the Czechoslovakian Wrapper Club. At this meeting about 100 were in attendance.

Stanislave also sent along two old Czech wrappers that showed some rather interesting graphics. Those wrappers are shown two pages over.

Wally Pfeiffer, Joliet, Illinois, sent along an Old Faithful wrapper. The complete story of the Idaho Candy Company (continued next page)



can be found in The Chocolate Chronicles. The book is still available for \$13.95, plus \$1.00 for postage and handling.

Finally, Wally sent along a wrapper from a new Hershey product, Grand Slam bar. That bar is being test marketed in the Midwest. The name, Grand Slam, has been used before. Back in 1928, The George H. Ruth Candy Company had a bar named the Grand Slam Bar. And in the 1930s there was a bar called the Grand Slam bar, denoting the term used in playing bridge when you took all the tricks. That bar was put out by the Robt. F. McKenzie Co., of Cleveland. Both those bars are no longer around.

ourtesy, The Confectioner







Teresa Finer, Atlanta, Georgia, sent along a clipping from The Atlanta Journal and Constitution concerning the Chuckles plant in Danville, Illinois. The company has been sold by Nabisco to six former employees and will remain in Danville. Chuckles was a name chosen by Mrs. Amend, wife of the founder. The name suggested enjoyment to her.

Joe Aranza, Chicago, sent along an old 1940s photo of a confectionery store owner in New York City. The owner got drafted during World War II. Some of the confectionery products can be seen in the counter display on which the owner is leaning. Chum Gum, 5 sticks for 1¢ (The Oriental Fruit flavor was really good!) Love Nest, and Big Bill candy bars can be identified if you look closely (photo on next page).

Another letter from <a href="Harry Levene">Harry Levene</a>, London, talked about his recent trip to Europe. He made a journey to Milan, Italy, to view the Miad Exhibit there. Stands were there from Italy, Switzerland, Spain, Belgium, and Germany. Much of the exhibit was for the biscuits and cakes bars that are so popular now in Europe. He visited the Pfister plant in Switzerland, and said this company appears to be the most innovated firm in Europe because of their variety of wrappers, one being a Birthday chocolate bar wrapper. Harry also sent along several wrappers from New Zealand, the Canterbury Oaty Bar and the Nut Bar. The Oaty Bar contains apricots along with the muesli cereal in the bar. Two Cadbury Wildlife Bar wrappers, very well done, were also sent along. And finally, A Fazer Robin Hood Milk Chocolate bar wrapper. Fazer, made in Finland, licensed the name from Walt Disney studios in the United States.

### LETTERS FROM READERS (concluded)

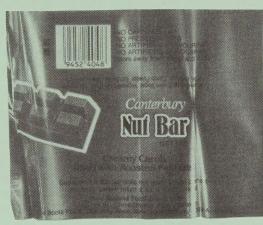


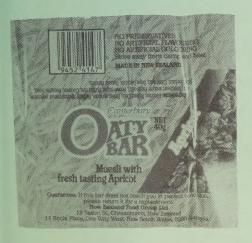
















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#### NEWS BITS

The J.s Fry & Sons Company in England appears to be the first to come out with an eating bar of chocolate. That was in the 1840s. There is a dispute as to the actual date. The next major step forward in the bar business came in 1876 when Daniel Peter, of Vevey, Switzerland, introduced milk chocolate.

What is confectioners coating? It's a type of coating made with specially compounded hard butters using fats or domestic oils which have a higher melting point than straight chocolate. And by using cocoa or chocolate liquor, a chocolate flavor is obtained. It is made in various colors as pastel coatings, with appropriate flavors for summer goods and to provide colorful highlights in boxed chocolate assortments.

#### NEW BARS

Appearing in the breakfast cereal sections of grocery stores is the new Ralston S'Mores Pudding bars, among them being butterscotch, chocolate chip, and peanut butter and chocolate chip granola bars. The coating does indeed taste a bit like pudding, but really is nothing more than a confectionery coating.

M&M/Mars has entered the granola candy bar field, marketing their products where they should be marketed, in the candy bar sections of stores rather than in breakfast cereal sections. The Kudos bar comes in several flavors, and is covered with milk chocolate. The bars do have a much better taste than the average granola bar. The Nutty Fudge bar is especially good.

Tootsie Roll Industries has finally dropped the Bonomo name off its wrappers. That now makes the Turkish Taffy bars strictly Tootsie Roll. The new wrappers are for several flavors. The Grape Taffy bar has a dinstinctly grape odor and is not unpleasant. Other flavors are vanilla, cherry, and chocolate.

New from Wayne Candies is the Flipper Mint Bar. Three peppermint chocolate-covered mints are in the pack. The mints are good tasting. The parent company is Storck of Germany.

Two new Meltaway bars are on the scene from Whitman's. The bars are sectioned into six pieces. The Mint Meltaway is a smooth-tasting chocolate-flavored mint. The other bar is a smooth-tasting Mocha bar. That makes for at least three companies now having meltaway bars on the market - Brach's with its Gardner Meltaway Bars, and Chocolate House with its various Meltaway Bars, as well as Whitman's.

Necco Bolster Bar boasts a new wrapper on which it says, "50% larger." That's pretty true because the Bolster bar over the past approximate 40 years has been around  $1\frac{1}{2}$  ounces in size.

The Charles N. Miller Co. of Watertown, Massachusetts, now owned by Howard B. Stark, Pewaukee, Wisconsin, has again come out with a Mary Jane Candy Bar wrapper, large size. But this time, instead of the bar being all in one piece, but scored for breaking, the pieces are individually wrapped. This should help to keep the bar from running during hot weather. So it's the packaging that did it!

Because its Mary Jane plant is in Massachusetts, an almost new market has opened for Stark products. Seen for the first time outside of occasional dime store sales, was the Stark Wafer Bar. The pieces were good tasting and flavorful.

Also seen was a new version of the old Snirkles bar. The old Snirkles was a caramel bar that was really good tasting. The new version is called the Slap Stix sucker bar. It's the old Snirkles basically, with a stick inserted for easier handling. The bar contained a few more colorful swirls for view appeal, and had a very nice strawberry flavor to add to the caramel flavor. The store in which I bought Slap Stix was sold out in just two days - that's something!

(concluded next page)

# NEW BARS (concluded)









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#### NEWS BITS

An article, "Land of the Candy Bar," will appear in the October, 1986. issue of American Heritage magazine.

In the works are two new books, <u>The Chocolate Connection</u>, and <u>World Atlas of Candy Bars</u>. The Chocolate Connection is a continuation of <u>The Chocolate Chronicles</u> in reporting about American candy bar history. The <u>World Atlas of Candy Bars</u> is about candy bars found throughout the world.

A short history of penny candy will appear in a recent issue of <u>Nostalgia Scrapbook magazine</u>. The article is titled, "Feeling Like a Millionaire."

A new feature, "History Repeats Itself" appeared in issues of the <u>NCWA</u>

<u>Daily News</u> distributed at the National Convention of NCWA at St. Louis
this summer.

### INDUSTRY NEWS

R.J. Reynolds Industries has changed its corporate name to RJR Nabisco, Inc. That gives the Nabisco name a more prominent role.

The Snickers Bar King Size T-Shirt Offer is good until September 30, 1986. The 4-ounce bars are specially priced at 2/\$1.00 during the offer, so look for the specially marked bars. That's at an inflationary rate of 10 to 1 over the 1930s when 4-ounce bars sold for 5¢. That makes candy a really good buy, as the average inflationary rate for goods has gone up around 13 to 1 instead of 10 to 1!

Snickers, as well as 3 Musketeers, and Milky Way, all regular size, have 3 for 99¢ bars on the market. Another good buy.

The Skor bar, licensed by Marabou of Sweden to Hershey for manufacture in the United States, had a free giveaway scheme out in late spring and early summer. According to statistics, the Skor bar is now a bigger seller than is the Heath bar.

Candy bar wrappers used to carry just the name of the bar. But now all kinds of advertising contests, giveaways, and other gimmicks are taking space on wrappers. Hershey and M&M/Mars are the latest to do so.

The Hollywood Candy Company offers two gag gifts on Zero and Pay Day wrappers. You can get a model of a Yacht with 38 feet added to the bottom of the boat, and a plastic pirate's cutlass. But you need to send a lot of wrappers in to get the free gag gifts.

It is reported that the Walter Baker Company's German Sweet Chocolate brand bars that are found in grocery stores really isn't German in origin. The inventor's name was German, and he was an Englishman.

Consumer Reports, June, 1986, carried a tongue-in-cheek packaging award to Quaker Granola Dipps for its rather deceiving wrappers which seem to hold a bit more bars than the wrappers actually contain.

In celebration of the St. Paul Winter Carnival, the Pearson Candy Co. made a nut roll that's turned out to be the largest candy bar made in the world. The nut roll weighed 4,000 pounds! (continued)















### INDUSTRY NEWS (concluded)

When first introduced, General Mills's Peanut Butter Boppers were sold in the cereal section of grocery stores. But now those bars are also appearing in the candy sections of stores. So General Mills is in the candy business for sure.

A project of the United States confectionery industry's all-industry public relations program, was to issue to all members a candy bar with its special wrapper, The Eleven Billion Dollar Bar wrapper.

The Old Dominion Peanut Co., Norfolk, Virginia, is marketing its bars through Woolworth's in a 3/\$1.00 sale. The offer seems to be a good one, but really isn't that great price-wise. The cover price on the wrappers, 59¢, isn't realistic. The bar, by the way, does taste good even though its price tactics are questionable.

Brian Hermann, of Hershey's, reports that Hershey's new Golden III bar is being test marketed in the Northeast and the Southeast. The new Grand Slam bar is being marketed in the Midwest for now. And Hermann reports that the Skor bar is indeed different in taste in the United States from various versions of the Skor bar in Europe.

It has been reported that the Golden Pecan bar, on the market for really only a short time, has been discontinued. Wonder why? It was a good bar.

The Quaker Oats Company is back in the confectionery business. Quaker Oats recently reached an agreement to acquire the Golden Grain Macaroni Company (Rice-A-Roni, etc.) based in San Leandro, California. That privately owned company also makes Ghiradelli Chocolates.

Willenborg will be selling Favarger Swiss Chocolate Bars in the fall of 1986 in the United States. Nothing is known about the line, but is is supposed to be a good one.

Valrhona of France supplied the chocolate to make a 14-foot-high statue of the Statue of Liberty. The sculptor was Paul Berthon of Paris. He used \$30,000 worth of chocolate and took 800 hours (using two assistants) to complete Miss Liberty. The statue was made in France and brought over on a 747 cargo plane. When Miss Liberty was removed from her crating on this side of the Atlantic, she had a broken arm, but it was repaired. The statue was made for the July 4th celebration. After the July 4th weekend Miss Liberty was auctioned off for charity. The chocolate statue is expected to last for 20 years.











Henry Smith, Cincinnati, was most helpful in supplying six bound copies of Confectioners' Review. That periodical was published during and right after World War I in Cincinnati. Three ads from the periodical are shown below. The Take a Punch at the Kaiser was a 5¢ board on which you could win a box of chocolate with a winning bunch. The board was produced by The J.E.Marqua Company of Cincinnati in 1918.

Also from Cincinnati came The Janet Chocolate Company with its Janet Peanut Bars, milk chocolate with peanuts. The bars were wrapped in an enameled white paper. Note the message, "Buy Thrift Stamps. Help Win the War." on the wrapper.

The Novelty Candy Company of Chicago was producing not only 10¢ items marshmallows) but also some 6¢ items. There were various 6¢ items available, including a marshmallow-coconut bar, and an almond nougat bar. A Marshmallow Maple Nut Cake Bar was also produced.





